



# Baby and Child-Specific Products in the United Kingdom

May 2024

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## Baby and Child-Specific Products in the United Kingdom - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Value sales of baby and child-specific products increase as unit prices rise  
Consumers looking for most suitable products for their children boost premium sales  
Retail offline remains essential for purchases of baby and child-specific products

#### PROSPECTS AND OPPORTUNITIES

UK's declining birth rate set to prevent significant expansion of baby and child-specific products over forecast period  
Natural trend to push reduction of ingredients and increase focus on natural origins  
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